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## **RELIGIOUSITY COMMITMENT DALAM MEMODERASI HUBUNGAN BRAND AWARENESS TERHADAP NIAT PEMBELIAN**

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**Abstrak:** Penelitian ini bertujuan untuk mengetahui 1). Pengaruh *brand awareness* terhadap niat pembelian pada toko roti merk Islami, 2). Pengaruh *religiosity commitment* terhadap niat pembelian pada toko roti merk Islami, 3). Peranan *religiosity commitment* sebagai variabel moderator yang dapat memperkuat pengaruh *brand awareness* terhadap niat pembelian pada toko roti merk Islami. Jenis penelitian adalah survey. Populasinya adalah konsumen yang melakukan pembelian pada 3 toko roti Merk Islami di Kota/Kabupaten Malang, yaitu Toko Roti Amanah, Toko Roti As Sunnah, dan Toko Roti Madinah. Teknik pengambilan sampelnya adalah *accidental sampling*. Penelitian ini menggunakan metode analisis Moderated Regression Analysis. Hasil analisis menunjukkan variabel *brand awareness* dan *religiosity commitment* berpengaruh positif dan signifikan terhadap niat pembelian. *Religiosity commitment* tidak dapat berperan sebagai variabel moderasi terhadap hubungan *brand awareness* terhadap niat pembelian merk produk Islami

Kata kunci: *awareness*, *religiosity commitment*, niat pembelian

### **PENDAHULUAN**

Merk mempunyai dampak sebagai pembeda yang penting antar produk, sehingga konsumen lebih mudah mengenali produk yang ditawarkan oleh produsen. Agama memberikan keyakinan dan nilai yang mengarahkan perilaku seseorang, (Delener, 1994). Adanya aturan dan larangan dalam agama mempengaruhi perilaku seseorang dalam menentukan pilihan, Mokhlis (2010). Agama mewajibkan bagi pemeluknya untuk menjalankan apa yang diperintahkan dan tidak melakukan apa yang dilarang Hal penting yang semakin disadari oleh retailer dalam membedakan produknya dengan produk lainnya adalah penggunaan merk Islami untuk pemberian nama produknya dengan menggunakan nama Islam. Bagi retailer penggunaan nama Islam memudahkan konsumen untuk mengenali dan mengingat produk tersebut.

Mohammad Fakhruddin Mudzakkir, adalah Dosen Prodi Manajemen Universitas Kanjuruhan Malang

Iva Nurdiana, adalah Dosen Prodi Manajemen Universitas Kanjuruhan Malang